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| APPLICATION NO.        | FILING DATE                | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|------------------------|----------------------------|----------------------|---------------------|------------------|
| 10/630,242             | 07/30/2003                 | Donald DeCinque      | TELVU-5001          | 9385             |
| Daniel H. Golu         | 7590 04/23/200<br><b>b</b> | EXAMINER             |                     |                  |
| 1701 Market St         | reet                       | LIN, JASON K         |                     |                  |
| Philadelphia, PA 19103 |                            |                      | ART UNIT            | PAPER NUMBER     |
|                        |                            |                      | 2623                |                  |
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|                        |                            |                      | MAIL DATE           | DELIVERY MODE    |
|                        |                            |                      | 04/23/2008          | PAPER            |

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

| Office Action Summary  |   | Application No.   | Applicant(s)  |  |  |  |
|--|---|---|---|--|--|--|
|  |   | 10/630,242  | DECINQUE, DONALD  |  |  |  |
|  |   | Examiner  | Art Unit  |  |  |  |
|  |   | JASON K. LIN  | 2623  |  |  |  |
| Period fo  | The MAILING DATE of this communication app<br>or Reply  | ears on the cover sheet with the c  | orrespondence address   |  |  |  |
| WHIC<br>- Exter<br>after<br>- If NC<br>- Failu<br>Any  | ORTENED STATUTORY PERIOD FOR REPLY CHEVER IS LONGER, FROM THE MAILING DANSIONS of time may be available under the provisions of 37 CFR 1.13 SIX (6) MONTHS from the mailing date of this communication. Operiod for reply is specified above, the maximum statutory period were to reply within the set or extended period for reply will, by statute, reply received by the Office later than three months after the mailing ed patent term adjustment. See 37 CFR 1.704(b). | ATE OF THIS COMMUNICATION 36(a). In no event, however, may a reply be tim vill apply and will expire SIX (6) MONTHS from cause the application to become ABANDONE | lely filed the mailing date of this communication. (35 U.S.C. § 133). |  |  |  |
| Status   |   |   |   |  |  |  |
| 1)   | Responsive to communication(s) filed on <u>04 Fe</u>  | ebruarv 2008.   |   |  |  |  |
| <i>′</i> —   | •   | action is non-final.  |   |  |  |  |
| 3)   | Since this application is in condition for allowance except for formal matters, prosecution as to the merits is   |   |   |  |  |  |
| ,—   | closed in accordance with the practice under <i>Ex parte Quayle</i> , 1935 C.D. 11, 453 O.G. 213.   |   |   |  |  |  |
| Dispositi  | ion of Claims   |   |   |  |  |  |
| 4)🖂  | Claim(s) <u>1-8</u> is/are pending in the application.  |   |   |  |  |  |
| •  | 4a) Of the above claim(s) is/are withdrawn from consideration.  |   |   |  |  |  |
|  | 5) Claim(s) is/are allowed.   |   |   |  |  |  |
| 6)🖂  | Claim(s) <u>1-8</u> is/are rejected.  |   |   |  |  |  |
| 7)   | Claim(s) is/are objected to.  |   |   |  |  |  |
| 8)□  | Claim(s) are subject to restriction and/or  | r election requirement.   |   |  |  |  |
| Applicati  | ion Papers  |   |   |  |  |  |
| 9)   | The specification is objected to by the Examine   | r.  |   |  |  |  |
| •  | The drawing(s) filed on <u>30 July 2003</u> is/are: a)  |   | y the Examiner.   |  |  |  |
| Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  |   |   |   |  |  |  |
| Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).   |   |   |   |  |  |  |
| 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.   |   |   |   |  |  |  |
| Priority ι   | under 35 U.S.C. § 119   |   |   |  |  |  |
| <ul> <li>12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).</li> <li>a) All b) Some * c) None of:</li> <li>1. Certified copies of the priority documents have been received.</li> <li>2. Certified copies of the priority documents have been received in Application No.</li> <li>3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).</li> <li>* See the attached detailed Office action for a list of the certified copies not received.</li> </ul> |   |   |   |  |  |  |
| 2)  Notic<br>3) Infori   | t(s) se of References Cited (PTO-892) se of Draftsperson's Patent Drawing Review (PTO-948) mation Disclosure Statement(s) (PTO/SB/08) sr No(s)/Mail Date  | 4)  Interview Summary Paper No(s)/Mail Da 5)  Notice of Informal P 6)  Other:   | ite   |  |  |  |

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## **DETAILED ACTION**

1. This office action is responsive to application No. 10/630,242 filed on 02/04/2008. **Claims 1-8** are pending and have been examined.

## Response to Arguments

2. Applicant's arguments with respect to **Claims 1-8** have been considered but are moot in view of the new ground(s) of rejection.

## Claim Rejections - 35 USC § 103

- 3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:
  - (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.
- 4. Claims 1, 3, and 7 are rejected under 35 U.S.C. 103(a) as being unpatentable over Scala (botmans.bk) in view of Levitan (7,092,999).

Consider **claim 1**, Scala teaches a method for creating a video signal for broadcast over a cable channel (Chap 1 | P.8; Chap 20 | P.22, 60-61), comprising the steps of:

creating a series of content pages using a graphical user interface to define content for each content page in the series of content pages (Chap 1 | P.8 teaches allowing a user to utilize a PC to create a production of content pages; Chap 5 | Figure on P.114; P.120: line 26 – P.123: line 15, Chap 2 | P.24, Chap 2 | P.43-44, Chap 12 | P.256-259, Chap 13 | P.268-270, P.272-273 teaches utilizing the GUI to define

different types of content such as picture size, text, visuals, video, audio, etc for a content page; Chap 3 | P.67-68 and Chap 18 | P.7 teaches multiple created content pages that are run together by a script. *These pages were created with Scala as evidenced above in the following cited parts of each chapter*) including:

delivering the series of content pages over the network to a player at a cable headend (Chap 19 | P.22 teaches controlling and coordinating the distribution of productions to one or more remote Player stations.

Chap 19 | P.60-61 teaches that the Players reside at a cable headend.

These productions are made up of multiple content pages that are controlled and run by scripts as taught in Chap 18 | P.7. Chap 19 | P.32 teaches different communication technologies such as direct connect via null modem, network LAN, etc supported between the master station and the player. Intro | P.1 teaches that the content can be delivered to any room city, or another country);

scheduling broadcast of the series of content pages (Chap 18 teaches about scheduling the broadcast of content pages);

broadcasting the series of content pages as the video signal over the cable channel (Chap 19 | P.60-61).

Scala does not explicitly teach communication and transmission over the internet;

at the time of the scheduled broadcast of the series of content pages, automatically using the player to fetch updated content over the internet from an on-line content source unaffiliated with a party performing the delivering or the cable channel;

automatically forming at least one updated content page using the updated content; and

broadcasting the at least one updated content page as the video signal over the cable channel.

In an analogous art Levitan teaches, at the time of the scheduled broadcast of the series of content pages, automatically using the player to fetch updated content over the internet from an on-line content source unaffiliated with a party performing the delivering or the cable channel (web Server 4-Fig.1, broadcast server 1-Fig.1; Col 4: lines 24-369, Col 5: lines 40-53, Col 6: lines 3-33, Col 6: lines 53-57, Col 7: lines 43-49 teaches the broadcast server {player} fetching updated content from the web servers {on-line content source});

automatically forming at least one updated content page using the updated content (Col 6: lines 17-26, 44-48); and

broadcasting the at least one updated content page as the video signal over the cable channel (Col 6: lines 17-26, Col 7: line 53 – Col 8: line 15).

Therefore, it would have been obvious to a person of ordinary skill in the art to modify Scala's system to include at the time of the scheduled broadcast of the series of content pages, automatically using the player to fetch updated content over the internet from an on-line content source

unaffiliated with a party performing the delivering or the cable channel; automatically forming at least one updated content page using the updated content; and broadcasting the at least one updated content page as the video signal over the cable channel, as taught by Levitan, for the advantage of providing to the user the most up to date content without having to overload source servers from unicast requests, allowing all users to receive desired updated content easily and efficiently.

Levitan further teaches communication and transmission over the internet (Internet - Fig.1, Communication between broadcast server and web servers are via the internet; Col 4: lines 33-34).

Therefore, it would have been obvious to a person of ordinary skill in the art to modify the system of Scala and Levitan to include, transmission over the internet, as further taught by Levitan, for the advantage of robust communication and delivery over a thriving and widely used delivery system.

Consider **claim 7**, Scala teaches a system for creating a video signal for broadcast over a cable channel (Chap 1 | P.8; Chap 20 | P.22, 60-61), comprising:

at least one graphical user interface for defining content for each content page in a series of content pages (Chap 1 | P.8 teaches allowing a user to utilize a PC to create a production of content pages; Chap 5 | Figure on P.114; P.120: line 26 – P.123: line 15, Chap 2 | P.24, Chap 2 |

P.43-44, Chap 12 | P.256-259, Chap 13 | P.268-270, P.272-273 teaches utilizing the GUI to define different types of content such as picture size, text, visuals, video, audio, etc for a content page; Chap 3 | P.67-68 and Chap 18 | P.7 teaches multiple created content pages that are run together by a script. *These pages were created with Scala as evidenced above in the following cited parts of each chapter*);

a network for delivering the series of content pages to a player at a cable headend (Chap 19 | P.22 teaches controlling and coordinating the distribution of productions to one or more remote Player stations. Chap 19 | P.60-61 teaches that the Players reside at a cable headend. These productions are made up of multiple content pages that are controlled and run by scripts as taught in Chap 18 | P.7. Chap 19 | P.32 teaches different communication technologies such as direct connect via null modem, network LAN, etc supported between the master station and the player. Intro | P.1 teaches that the content can be delivered to any room city, or another country);

a scheduler for scheduling broadcast of the series of content pages (Chap 18 teaches about scheduling the broadcast of content pages);

the cable channel for broadcasting the series of content pages as the video signal (Chap 19 | P.60-61).

Scala does not explicitly teach teach communication and transmission over the internet;

an on-line content source unaffiliated with a party performing the delivering or the cable channel;

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a player for automatically fetching at the time of the scheduled broadcast of the series of content pages updated content over the internet from the on-line content source and forming at least one updated content page using the updated content; and

the cable channel for broadcasting the at least one updated content page as the video signal.

In an analogous art Levitan teaches, an on-line content source unaffiliated with a party performing the delivering or the cable channel (web server 4-Fig.1; broadcast server 1-Fig.1);

a player for automatically fetching at the time of the scheduled broadcast of the series of content pages updated content over the internet from the on-line content source (web Server 4-Fig.1, broadcast server 1-Fig.1; Col 4: lines 24-369, Col 5: lines 40-53, Col 6: lines 3-33, Col 6: lines 53-57, Col 7: lines 43-49 teaches the broadcast server {player} fetching updated content from the web servers {on-line content source}) and forming at least one updated content page using the updated content (Col 6: lines 17-26, 44-48); and

the cable channel for broadcasting the at least one updated content page as the video signal (Col 6: lines 17-26, Col 7: line 53 – Col 8: line 15).

Therefore, it would have been obvious to a person of ordinary skill in the art to modify Scala's system to include an on-line content source unaffiliated with a party performing the delivering or the cable channel; a player for automatically fetching at the time of the scheduled broadcast of the series of content pages updated content over the internet from the on-line content source and forming at least one updated content page using the updated content; and the cable channel for broadcasting the at least one updated content page as the video signal, as taught by Levitan, for the advantage of providing to the user the most up to date content without having to overload source servers from unicast requests, allowing all users to receive desired updated content easily and efficiently.

Levitan further teaches communication and transmission over the internet (Internet - Fig.1, Communication between broadcast server and web servers are via the internet; Col 4: lines 33-34).

Therefore, it would have been obvious to a person of ordinary skill in the art to modify the system of Scala and Levitan to include, transmission over the internet, as further taught by Levitan, for the advantage of robust communication and delivery over a thriving and widely used delivery system.

Consider **claim 3**, Scala and Levitan teaches wherein the on-line content source is comprised of at least one of a source for weather, news, traffic, financial, airport, health or entertainment information

(Levitan - Col 5: lines 48-50 teaches that the information from the content source can be news, stock quotes, airport, etc).

5. **Claim 2** is rejected under 35 U.S.C. 103(a) as being unpatentable over Scala (botmans.bk), in view of Levitan (7,092,999), and further in view of Brown et al. (US 7,167,875).

Consider **claim 2**, Scala and Levitan do not explicitly teach wherein at least one content page in the series of content pages includes programming code directing the player to the on-line content source.

In an analogous art Brown teaches, wherein at least one content page in the series of content pages includes programming code directing the player to the on-line content source (Col 6: lines 17-24).

Therefore, it would have been obvious to a person of ordinary skill in the art to modify the system of Scala and Levitan to include wherein at least one content page in the series of content pages includes programming code directing the player to the on-line content source, as taught by Brown, for the advantage of providing an identified destination of a specific source where particular information can be found, simplifying and making the information retrieval process quicker and efficient.

6. Claim 5 is rejected under 35 U.S.C. 103(a) as being unpatentable over Rowe et al. (US 6,792,615), in view of Scala (botmans.bk), in view of Levitan (7,092,999), and further in view of Brown et al. (US 7,167,875).

Consider **claim 5**, Row ,Scala, and Levitan do not explicitly teach wherein at least one content page of the series of content pages includes programming code directing the at least one of the plurality of players to the on-line content source.

In an analogous art Brown teaches, wherein at least one content page of the series of content pages includes programming code directing the at least one of the plurality of players to the on-line content source (Col 6: lines 17-24).

Therefore, it would have been obvious to a person of ordinary skill in the art to modify the system of Rowe, Scala, and Levitan to include wherein at least one content page of the series of content pages includes programming code directing the at least one of the plurality of players to the on-line content source, as taught by Brown, for the advantage of providing an identified destination of a specific source where particular information can be found, simplifying and making the information retrieval process quicker and efficient.

7. Claims 4 and 6 are rejected under 35 U.S.C. 103(a) as being unpatentable over Rowe et al. (US 6,792,615), in view of Scala (botmans.bk), and further in view of Levitan (7,092,999).

Consider **claim 4**, Rowe teaches a method for issuing an alert over a plurality of channels selected from the group consisting of cable channels (Col 7: lines 3-6; Col 40: lines 2-4), over the air broadcast stations, direct broadcast satellite channels, and public and private closed-circuit video networks, comprising the steps of:

providing a second graphical user interface that allows a user, unaffiliated with a party performing delivering or plurality of channels, to create the alert (Col 19: lines 45-56 and col 45: lines 44-46 teaches software and hardware design and development processes that can be used to produce graphical weather presentations such as alerts);

delivering the alert over the network to an on-line content source affiliated with the user (RCON 500 – Fig.1, 13c; Col 19: lines 45-56 and col 45: lines 44-46 teaches the creation of alerts. Col 10: lines 61-67 teaches forwarding the created presentations RCONs that are further connected to headend devices);

automatically forwarding to the plurality of players at the plurality channels (headends - Col 7: lines 3-6; Col 22: lines 12-14), the alert by fetching the alert from the on-line content source affiliated with the user (RCON 500 – Fig.1, 13c; Col 22: lines 12-14, 49-52); and

broadcasting the alert as a video signal over the plurality of channels (Col 40: lines 2-3; Col 39: lines 21-25).

Rowe does not explicitly teach communication and transmission over the internet;

fetching is done automatically using at least one of the plurality of players, at the time of the scheduled broadcast of the series of content pages;

creating a series of content pages using one or more first graphical user interfaces;

delivering the series of content pages over the internet to a plurality of players at the plurality of channels;

scheduling broadcast of the series of content pages;

In an analogous art, Scala teaches creating a series of content pages using one or more first graphical user interfaces (Chap 1 | P.8; Chap 3 | P.67-68 and Chap 18 | P.7 teaches multiple created content pages);

delivering the series of content pages over network to a plurality of players at a plurality of channels (Chap 19 | P.22 teaches controlling and coordinating the distribution of productions to one or more remote Player stations. These productions are made up of multiple content pages that are controlled and run by scripts as taught in Chap 18 | P.7. Chap 19 | P.60-61 teaches that the Players reside at a cable headend. Chap 20 | P.32 teaches different communication technologies such as direct connect via null modem, network LAN, etc supported between the master station and the player. Intro | P.1 teaches that the content can be delivered to any room, city, or another country);

scheduling broadcast of the series of content pages (Chap 18 teaches about scheduling the broadcast of content pages);

Therefore, it would have been obvious to a person of ordinary skill in the art to modify Rowe's system to include creating a series of content pages using one or more first graphical user interfaces; delivering the series of content pages over the network to a plurality of players at the plurality of channels; scheduling broadcast of the series of content pages, as taught by Scala, for the advantage of providing users with the ability to create productions with various effects that can flow like a professional video, whether they are a one person or large department (Scala - Chap 1 | P.8) and having the productions organized and scheduled to be played at the specified times providing the users with great control.

Rowe and Scala do not explicitly teach communication and transmission over the internet.

fetching is done automatically using at least one of the plurality of players, at the time of the scheduled broadcast of the series of content pages;

Levitan teaches fetching is done automatically using at least one of the plurality of players, at the time of the scheduled broadcast of the series of content pages (web Server 4-Fig.1, broadcast server 1-Fig.1; Col 4: lines 24-369, Col 5: lines 40-53, Col 6: lines 3-33, Col 6: lines 53-57, Col 7: lines 43-49 teaches the broadcast server {player} fetching data from

web servers {on-line content source} at the time of schedule broadcast of series of content pages).

Therefore, it would have been obvious to a person of ordinary skill in the art to modify the system of Rowe and Scala to include fetching is done automatically using at least one of the plurality of players, at the time of the scheduled broadcast of the series of content pages, as taught by Levitan, for the advantage of providing to the user the most up to date important information without having to overload source servers from unicast requests, allowing all users to receive important information easily and efficiently.

Levitan further teaches communication and transmission over the internet (Internet - Fig.1, Communication between broadcast server and web servers are via the internet; Col 4: lines 33-34).

Therefore, it would have been obvious to a person of ordinary skill in the art to modify the system of Rowe, Scala, and Levitan to include, transmission over the internet, as further taught by Levitan, for the advantage of robust communication and delivery over a thriving and widely used delivery system.

Consider **claim 6**, Rowe, Scala, and Levitan teach wherein the alert is comprised of at least one of a FEMA alert, an Amber alert, a Red Cross request, a Homeland Security alert and a NOAA warning (Rowe - Col 19:

lines 45-56 and col 45: lines 44-46 teaches the creation of alerts. Col 30: lines 4-10 teaches NOAA warnings).

8. **Claim 8** is rejected under 35 U.S.C. 103(a) as being unpatentable over Rowe et al. (US 6,792,615), in view of Scala (botmans.bk), in view of Levitan (7,092,999), in view of Brown et al. (US 7,167,875), and further in view of Plotnick et al. (US 2002/0035731).

Consider **claim 8**, Rowe teaches a system for issuing an alert over a plurality of channels selected from the group consisting of cable channels (Col 7: lines 3-6; Col 40: lines 2-4), over the air broadcast stations, direct broadcast satellite channels, and public and private closed-circuit video networks, comprising:

one or more second graphical user interfaces that allows at least one user, unaffiliated with a party performing the delivering or the plurality of channels, to create the alert (Col 19: lines 45-56 and col 45: lines 44-46 teaches software and hardware design and development processes that can be used to produce graphical weather presentations such as alerts);

a network for delivering the alert over the network to an on-line content source affiliated with the at least one user (RCON 500 – Fig.1, 13c; Col 24: lines 61-65 teaches a distribution network that dictates means in which the network distributes content to the RCON. Col 19: lines 45-56 and col 45: lines 44-46 teaches the creation of alerts. Col 10: lines 61-67

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teaches forwarding the created presentations RCONs that are further connected to headend devices);

a plurality of players for automatically forwarding to the plurality channels (headends - Col 7: lines 3-6; Col 22: lines 12-14), the alert by fetching the alert from an on-line content source affiliated with the user (RCON 500 – Fig.1, 13c; Col 22: lines 12-14, 49-52); and

the plurality of channels for broadcasting the alert as a video signal (Col 40: lines 2-3; Col 39: lines 21-25).

Rowe does not explicitly teach communication and transmission over the internet;

fetching is done automatically using at least one of the plurality of players, at the time of the scheduled broadcast of the series of content pages, fetched based upon information contained within the series of content pages and the alert is inserted into the series of content pages

a scheduler for scheduling the broadcast of the series of content pages;

one or more first graphical user interfaces for creating a series of content pages;

a network for delivering the series of content pages over the network to a plurality of players at the plurality of channels;

In an analogous art Scala teaches, a scheduler for scheduling the broadcast of the series of content pages (Chap 18 teaches about scheduling the broadcast of content pages);

one or more first graphical user interfaces for creating a series of content pages (Chap 1 | P.8; Chap 3 | P.67-68 and Chap 18 | P.7 teaches multiple created content pages);

a network for delivering the content pages over the network to a plurality of players at the plurality of channels (Chap 19 | P.22 teaches controlling and coordinating the distribution of productions to one or more remote Player stations. Chap 19 | P.60-61 teaches that the Players reside at a cable headend. These productions are made up of multiple content pages that are controlled and run by scripts as taught in Chap 18 | P.7);

Therefore, it would have been obvious to a person of ordinary skill in the art to modify Rowe's system to include a scheduler for scheduling the broadcast of the series of content pages; one or more first graphical user interfaces for creating a series of content pages; a network for delivering the series of content pages over the network to a plurality of players at the plurality of channels, as taught by Scala, for the advantage of providing users with the ability to create productions with various effects that can flow like a professional video, whether they are a one person or large department (Scala - Chap 1 | P.8) and having the productions organized and scheduled to be played at the specified times providing the users with great control.

Rowe and Scala do not explicitly teach communication and transmission over the internet.

fetching is done automatically using at least one of the plurality of players, at the time of the scheduled broadcast of the series of content pages, fetched based upon information contained within the series of content pages and the alert is inserted into the series of content pages

Levitan teaches fetching is done automatically using at least one of the plurality of players, at the time of the scheduled broadcast of the series of content pages (web Server 4-Fig.1, broadcast server 1-Fig.1; Col 4: lines 24-369, Col 5: lines 40-53, Col 6: lines 3-33, Col 6: lines 53-57, Col 7: lines 43-49 teaches the broadcast server {player} fetching data from web servers {on-line content source} at the time of schedule broadcast of series of content pages).

Therefore, it would have been obvious to a person of ordinary skill in the art to modify the system of Rowe and Scala to include fetching is done automatically using at least one of the plurality of players, at the time of the scheduled broadcast of the series of content pages, as taught by Levitan, for the advantage of providing to the user the most up to date important information without having to overload source servers from unicast requests, allowing all users to receive important information easily and efficiently.

Levitan further teaches communication and transmission over the internet (Internet - Fig.1, Communication between broadcast server and web servers are via the internet; Col 4: lines 33-34).

Therefore, it would have been obvious to a person of ordinary skill in the art to modify the system of Rowe, Scala, and Levitan to include, transmission over the internet, as further taught by Levitan, for the advantage of robust communication and delivery over a thriving and widely used delivery system.

Rowe, Scala, and Levitan do not explicitly teach fetching based upon information contained within the series of content pages and the alert is inserted into the series of content pages.

In an analogous art Brown teaches, fetching based upon information contained within the series of content pages and the data is inserted into the series of content pages (Col 6: lines 17-24).

Therefore, it would have been obvious to a person of ordinary skill in the art to modify the system of Rowe, Scala, and Levitan to include fetching based upon information contained within the series of content pages and the data is inserted into the series of content pages, as taught by Brown, for the advantage of providing an identified destination of a specific source where particular information can be found, simplifying and making the information retrieval process quicker and efficient, and readily presenting to the user organized pages containing desired information, allowing the user to easily read and acquire information.

Rowe, Scala, Levitan, Brown do not teach the alert is inserted into the series content pages.

In an analogous art Plotnick teaches, the alert is inserted into the series content pages (Paragraph 0008, 0016, 0021, 0022).

Therefore, it would have been obvious to a person of ordinary skill in the art to modify the system of Rowe, Scala, Levitan, Brown to include the alert is inserted into the series content pages, as taught by Plotnick, for the advantage of presenting to the user desired and urgent information in a organized format, allowing the user to easily view information at their disposal.

## Conclusion

9. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JASON K. LIN whose telephone number is (571)270-1446. The examiner can normally be reached on Mon-Fri, 9:00AM-6:00PM, EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Brian T. Pendleton can be reached on (571)272-7527. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Jason Lin

04/09/2008

/Brian T. Pendleton/ Supervisory Patent Examiner, Art Unit 2623